

HP Changes Organisational Structure

Written by Frederick Douglas
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HP follows on the recent promotion of Imaging, Printing and Solutions head Enrique Lores to CEO with an organisational overhaul, CRN reports-- one seeing the company appoint a first chief commercial officer and move away from the current three-region structure.



Taking the post of CCO is current president of 3D printing and manufacturing Christoph Schell. A company veteran with over 20 years of experience, Schell was previously president of the HP Americas business. HP also names a successor to Lores in Imaging, Printing and Solutions with Tuan Tran, general manager and global head of office printing solutions.

Moving to the change in organisational structure, whereas we know HP as being divided into three large regions (EMEA, the Americas and APJ), come 1 November 2019 the company will be split in 10 geographic markets. Leading each market is a managing director reporting to Schell. In an interview with CRN Lores says the change in structure has been in the works for "some time now," and was set to happen regardless of the decision by CEO Dion Weisler, who stepped down due to a family health matter.

Another impetus to change operating model is the HP expansion from transactional sales to contractual deals such as managed print services as Device-as-a-Service. According to Schell, the model should "make the whole engagement smarter" and allow for faster contractual engagements. That said, the change should lead to some personnel cuts, at least in back-office positions, but the company promises disruption at a partner and customer engagement level will be kept to "an absolute minimum."

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